MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

DCS5138 Management Information Systems

(For Diploma Students Only)

2 June 2017
3.00 p.m. – 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT :

1. This question paper consists of **8** pages.
2. There are **2** sections in this booklet.

   For **SECTION A**: Answer **ALL** questions on the OMR sheet provided.

   For **SECTION B**: Answer **ALL** questions in the answer booklet provided.

Section A: Multiple Choice Questions (Total: 40 Marks)

Instruction: Please shade your answers on the OMR sheet provided.

1. Domino Pizza launched "tweet to order" to achieve which of the following?
   A) New business models
   B) Operational efficiency
   C) Customer intimacy
   D) Competitive advantage

2. Company ABC decided to use cloud computing because the management is expecting all of the following advantages, **EXCEPT** _____.
   A) ability to support remote work
   B) ability to improve communication
   C) ability to reduce data storage costs
   D) ability to support mobile computing

3. Networking and telecommunications technologies, along with computer hardware, software, data management technology, and the people required to run and manage them, constitute an organization's _____.
   A) IT infrastructure
   B) information system
   C) networked environment
   D) data management environment

4. A multinational company decided that it is time to invest in a new information system. Which of the following best describes the primary reason for the company to implement a new information system, from a business perspective?
   A) The system is in use by primary competitors.
   B) The system will automate key business processes.
   C) The system will create new value for the firm, beyond its costs.
   D) The system enables the firm to create new products and services.

5. An employee has to refer to procedures provided by his/her company as well as referring to some analysis to make decision. This type of decision making is said to be _____.
   A) undocumented
   B) unstructured
   C) documented
   D) semistructured

6. Business intelligence and analytics requires all the followings **EXCEPT** _____.
   A) a set of analytical tools
   B) a strong database foundation
   C) a hardworking and dedicated general worker
   D) an involved management team that can ask intelligent questions and analyze data

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7. Why it is important to improve decision making process in business organization?
   A) Improved decision making creates better products.
   B) Improved decision making strengthens customer and supplier intimacy, which reduces costs.
   C) Improved decision making enables senior executives to more accurately foresee future financial trends.
   D) Improved decision making results in a large monetary value for the firm as numerous small daily decisions affecting efficiency, production, costs, and more add up to large annual values.

8. An information system which combines data from internal TPS with information from financial systems and external sources to deliver reports such as profit-loss statements and impact analyses, is an example of _____.
   A) DSS
   B) ESS
   C) CDSS
   D) MIS

9. Many giant companies today work together and at the same time each of them has sophisticated knowledge management systems. Which of the following statements **BEST** describes the relationship between collaboration and knowledge management?
   A) Without knowledge, collaboration is difficult.
   B) Knowledge is the end product of collaboration.
   C) As knowledge increases, so does collaboration.
   D) Knowledge is useful only when shared with others.

10. You are advising a hospital on the best type of knowledge work system to help doctors with 3D medical modeling. Which of the following will suit their needs?
   A) Digital asset management system.
   B) Computer-aided design.
   C) Virtual Reality System.
   D) Learning Management System.

11. Expert systems are expensive and time consuming to maintain because _____.
   A) their rule base is so complex
   B) they rely on equipment that becomes outdated
   C) only the person who created the system knows exactly how it works, and may not be available when changes are needed
   D) their rules must be reprogrammed every time there is a change in the environment, which in turn may change the applicable rules

12. The driverless car used application that will automatically parallel park a car. The intelligent technique that most probably being used is _____.
   A) case-based reasoning
   B) artificial intelligence
   C) fuzzy logic
   D) expert system

13. The interaction between information systems and organizations is influenced _____.
   A) by management decisions
   B) by the development of new information technologies
   C) primarily by the decision making of middle and senior managers
   D) by many factors, including structure, politics, culture, and environment

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14. Which of the following statements does **NOT** describe the impact of information technology on business firm?
A) It helps firms expand in size.
B) It helps reduce transaction costs.
C) It helps reduce internal management costs.
D) It helps firms lower the cost of market participation.

15. Company *ABC* is expanding fast and it is planning to implement a new information system. What are the **FOUR** components in Company *ABC* that need to be changed to ensure the success of the new information system?
A) Tasks, technology, people, and structure.
B) Technology, people, culture, and structure.
C) Environment, organization, structure, and tasks.
D) Organization, culture, management, and environment.

16. *The De Beers Group* which is well known for diamond exploration and trading may be least concerned about which of these marketplace forces?
A) Product differentiation.
B) Traditional competitors.
C) Low number of suppliers.
D) New market entrants.

17. Which of the following features enables a DBMS to reduce data redundancy and inconsistency?
A) Data dictionary.
B) Two-dimensional tables.
C) Couples program and data.
D) Minimizes isolated files with repeated data.

18. The logical view of a database _____.
A) allows the creation of supplementary reports
B) presents data as they would be perceived by end users
C) enables users to manipulate the logical structure of the database
D) displays the organization and structure of data on the physical storage media

19. A household appliances manufacturer has hired you to help analyze their social media datasets to determine which of their refrigerators are seen as the most reliable. Which of the following tools would you use to analyze this data?
A) Sentiment analysis software.
B) Web usage mining technologies.
C) Data mining software for forecasting.
D) Data mining software for identifying associations.

20. Which common database challenge is illustrated by a person receiving multiple copies of a Tupperware catalog, each addressed to a slightly different variation of his or her full name?
A) Data normalization.
B) Data accuracy.
C) Data redundancy.
D) Data inconsistency.

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21. If your main supplier was having problems and late in delivering goods, which type of system would you use to update your production schedule?
A) Executive Support System
B) Transaction Processing System
C) Management Information System
D) Decision Support System

22. To monitor the status of internal operations and the firm's relations with the external environment, managers need _____ systems.
A) decision-support
B) knowledge
C) transaction processing
D) management information

23. The term "management information systems" designates a specific category of information systems serving _____.
A) transaction process reporting
B) middle management functions
C) integrated data processing throughout the firm
D) employees with online access to historical records

24. Executive support systems are information systems that support the _____.
A) day-to-day processes of production
B) knowledge and data workers in an organization
C) long-range planning activities of senior management
D) decision making and administrative activities of middle managers

25. Which of the following is **NOT** an example of a computer used as a target of crime?
A) Accessing a computer system without authority.
B) Illegally accessing stored electronic communication.
C) Threatening to cause damage to a protected computer.
D) Knowingly accessing a protected computer to commit fraud.

26. Pharming involves _____.
A) using e-mails for threats or harassment
B) setting up fake Web sites to ask users for confidential information
C) redirecting users to a fraudulent Web site even when the user has typed in the correct address in the Web browser
D) pretending to be a legitimate business's representative in order to garner information about a security system

27. Which of the following is(are) the wireless security challenge(s):
i. Radio frequency bands easy to scan.
ii. Once access point is breached, intruder can use operating system to access networked drives and files.
iii. Requires continual updating.
iv. Must be managed by Managed Security Service Providers (MSSPs).
A) i and ii only.
B) i only.
C) iii only.
D) All of the above.

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28. _____ is a crime in which an imposter obtains key pieces of personal information to impersonate someone else.
A) Identity theft
B) Spoofing
C) Social engineering
D) Evil twins

29. List in order of risk involved, from the least risk to the riskiest for structural organizational change enabled by IT.
A) Automation, redesigning, restructuring, and paradigm shift.
B) Rationalization, automation, reengineering, and redesigning.
C) Automation, rationalization, redesigning, and paradigm shift.
D) Rationalization, automation, reengineering, and paradigm shift.

30. System development process is an activity that go into producing an information system solution to an organizational problem or opportunity. Which of the following is the **CORRECT** flow of the system development process?
A) Systems analysis, systems design, programming, testing, conversion, production and maintenance.
B) System design, system analysis, conversion, programming, production and maintenance, testing.
C) System analysis, conversion, programming, system design, testing, production and maintenance.
D) Programming, conversion, system analysis, system design, production and maintenance, testing.

31. Business processes are analyzed, simplified, and redesigned in _____.
A) business process redesign
B) rationalization of procedures
C) automation
D) paradigm shifts

32. _____ provide(s) a methodology and tools for dealing with the organization's ongoing need to revise and optimize its numerous business processes.
A) Business process redesign
B) Business process management
C) CASE tools
D) Total Quality Management

33. Which of the following is **NOT** one of the five main variables affecting project success?
A) Risk
B) Vendors
C) Time
D) Quality

34. All of the following are indications of a failed information systems project **EXCEPT** _____.
A) employees are refusing to switch to the new system
B) employees require training to properly use the system
C) a redesigned Web site has fewer visits to the customer support pages
D) employees have created a spreadsheet solution to manipulate the data generated by the system

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35. Which of the following project management variables indicates how well the project satisfies management objectives?
A) Goals
B) Risk
C) Quality
D) Scope

36. The _____ consists of systems analysts, specialists from the relevant end-user business areas, application programmers, and perhaps database specialists.
A) project team
B) IS steering committee
C) project management group
D) corporate strategic planning committee

37. Which of the following is **NOT** one of the current key technology trends that raises ethical issues?
A) Data storage improvements.
B) Data analysis advancements.
C) Increase in multimedia quality.
D) Increase in use of mobile devices.

38. _____ means that you accept the potential costs and obligations for the decisions you make.
A) Responsibility
B) Accountability
C) Liability
D) Due process

39. _____ is a feature of social institutions that means mechanisms are in place to determine responsibility for an action.
A) Due process
B) Accountability
C) The courts of appeal
D) The judicial system

40. Below are steps in the process for analyzing an ethical issue **EXCEPT** _____.
A) assigning responsibility
B) identifying the stakeholders
C) identifying the options you can reasonably take
D) identifying and clearly describing the facts

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Section B: Structured Questions, 4 Questions (Total: 60 Marks)
Instruction: Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) Explain the difference between information system and information technology. (2 marks)

b) Explain the **THREE** (3) basic activities of information system and what are the environmental actors that interact with the information system. (7 marks)

c) Describe **THREE** (3) main reasons why investment in information technology do not always produce positive results. (6 marks)

[TOTAL 15 MARKS]

QUESTION 2

a) Describe **THREE** (3) major types of knowledge management system. (6 marks)

b) Discuss **THREE** (3) organizational factors that can prevent a firm in fully realizing the benefits of a new information system, and provide examples for each. (9 marks)

[TOTAL 15 MARKS]

QUESTION 3

a) Joe Jambul Associates Sdn Bhd expanded their business from Kuala Lumpur to Jakarta, Indonesia. Identify **THREE** (3) online tools to collaborate between their staff in Kuala Lumpur and Jakarta to reduce company's travelling cost. (3 marks)

b) Identify the type of information system and its role for the given scenarios.

i) Multimedia University requested a system which shows the summary of the annual income in 2016. (3 marks)

ii) Mr. Haikal, the Director of Students Admission Department in Multimedia University requested a system to analyse the impact of reduction number of students from 2014 to 2016. (3 marks)

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c) Describe the following security threats in information systems.
   i. Virus
   ii. Worm
   iii. Trojan Horse

(6 marks)

[TOTAL 15 MARKS]

QUESTION 4

a) You are working as a project manager for a small IT consulting firm and have been asked to review and audit completed projects. Identify **FOUR (4)** consequences of poor project management and list **THREE (3)** factors to measure the success of a project.
(7 marks)

b) The change agent is one of the important role to manage the organizational change in the implementation process. Implementation refers to all organizational activities working toward the adoption, management and routinization of an innovation. Describe **FOUR (4)** roles of change agent in the implementation process in managing organization change.
(8 marks)

[TOTAL 15 MARKS]

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